



Key facts

Client

Waterman's Building Services –
Part of the Waterman Group

Industry

Engineering & Environment

Group Numbers

1200+

Business challenge

The client required a more effective way to create marketing collateral depicting recent design projects and current concepts.

Solution

Adobe Indesign and Photoshop were suggested as the best packages to complete these tasks efficiently. Premier provided bespoke, instructor lead training to ensure high level staff were fully skilled in these disciplines.

Results

The training provided optimised the clients working practices, making the production of such material far more efficient and professional in appearance.

Interest areas

- Design Package Training
- Bespoke Training
- Instructor Led Training
- Client site training

'I found the trainer to be helpful, sitting with us individually and taking it step by step. The quality of the training was impressive, focusing on those areas we felt more relevant to our work. A very good training course and I would recommend it to anyone that is interested in using this type of package.'

Lisa Huckstep
Client Course Delegate

Premier assists in optimising design work of Waterman Building Services

Through providing bespoke Indesign and Photoshop training Premier increases efficiency and quality for consultancy firm

Customer overview

The Waterman Group is one of Britain's premier, multi-disciplinary engineering and environmental consultancies, delivering both small and large scale projects nationally and internationally. Employing over 1200 staff in offices spanning across the globe this client has a rich heritage spanning over 50 years.

Business need

Waterman Building Services, a division of the Waterman Group, recognised a requirement to optimise the way in which they created marketing collateral, such as A3 portfolios of recent design projects and current concepts. Using inappropriate programs such as Word, they had found the process inefficient and time consuming whilst producing less than satisfactory results as opposed to that of their competitors.

Solution

After an initial consultation with the client, Premier ascertained that the programs they were using to create the marketing collateral were inappropriate for the purpose. It was suggested that Adobe Indesign and Photoshop would be better suited for the task and would increase productivity and quality.

Premier sent a design package trainer to Waterman Group's London office to complete four days of extensive bespoke Adobe Creative Suite training with those members of staff responsible for the creation of marketing material. The course content was tailored so that those attending the course would be trained to an expert level on the aspects of Adobe Indesign and Photoshop relevant to their job role. This bespoke training was created with a great deal of flexibility so that the delegates on the course could gain the greatest knowledge in the areas of the package they felt most pertinent to their required skill set whilst giving them a basic understanding of all the capabilities of the creative suite.

Initially this course was booked for four days of training but due to optimal tuition standards, our trainer was able to train all delegates to the desired expert level within three days. Premier provided the client with an additional day of training that could be utilised at a later date, so that the client could enjoy the benefits of their entire training allocation. Once the course was completed, Premier's trainer provided technical assistance to those who attended the course, answering any queries they had related to the Adobe creative suite.

Results

The success of this course led to optimised working practices in the creation of marketing collateral. Production times became more efficient with a far superior final product, with a professional appearance to rival their competitors. Delegates were amazed by the efficiency the training bestowed upon them, summed up in this quote from key course delegate Lisa Huckstep:

'It has benefited me in many ways, particularly with our marketing of brochures, creating and enhancing pictures. It has given me an increased design status at work between my colleagues and boss and allowed me to work more efficiently.'

Waterman Building Services were extremely impressed with the training provided and booked some follow up courses to further the already apparent benefits they had experienced.

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